



PROMOTION CHECKLIST

Event: _____

Date/Time: _____

Location: _____

- | | <u>Do by:</u> |
|-----------------------------------------------------------------------------|---------------|
| <input type="radio"/> PSA + Community Calendars
(2-3 weeks ahead) | _____ |
| <input type="radio"/> Press Release
(3-4 weeks ahead) | _____ |
| <input type="radio"/> Facebook/Twitter
(weekly reminders and day before) | _____ |
| <input type="radio"/> Email
(1 month ahead, reminder if time) | _____ |
| <input type="radio"/> Phone Tree (attendees) | _____ |
| <input type="radio"/> Flyers/Posters
(2 weeks ahead) | _____ |
| <input type="radio"/> Broads' website (Events)
(at least 1 month ahead) | _____ |
| <input type="radio"/> Follow up calls? | _____ |
| <input type="radio"/> Did you update your media list? | _____ |

Notes: _____
